Declaration, Power of Attorney and Petition

WE (I) the undersigned inventor(s), hereby declare(s) that:

My residence, post office address and citizenship are as stated below next to my name,

METHOD FOR ASSESSING THE COST EFFECTIVENESS OF ADVERTISING			
he specification of which	•		
is attached hereto.			
was filed on as	·		
Application Serial No.			
and amended on	,	,	
was filed as PCT international application			
Number			
on			
and was amended under PCT Article 19			•
on (if applicable).			
TV AT homeby etate that WC (1) have reviewed and understand the contents of the			
We (I) acknowledge the duty to disclose information known to be material to the paten as defined in Section 1.56 of Title 37 Code of Federal Regulations. We (I) hereby claim foreign priority benefits under 35 U.S.C. §119(a)-(d) or §365(b) of	tability of any foreigh	f this appli gn applica ated at loa	cation tion(s)
We (I) acknowledge the duty to disclose information known to be material to the paten as defined in Section 1.56 of Title 37 Code of Federal Regulations.	tability of any foreign the designation of the li-	f this applica gn applica ated at lea box, any f	cation tion(s) st one
We (I) acknowledge the duty to disclose information known to be material to the paten as defined in Section 1.56 of Title 37 Code of Federal Regulations. We (I) hereby claim foreign priority benefits under 35 U.S.C. §119(a)-(d) or §365(b) of for patent or inventor's certificate, or §365(a) of any PCT International application which country other than the United States, listed below and have also identified below, by check the patent or inventor's certificate, or PCT International application having a fill	tability of any foreign the designation of the li-	f this applica gn applica ated at lea box, any f	cation tion(s) st one oreign of the
We (I) acknowledge the duty to disclose information known to be material to the paten as defined in Section 1.56 of Title 37 Code of Federal Regulations. We (I) hereby claim foreign priority benefits under 35 U.S.C. §119(a)-(d) or §365(b) of for patent or inventor's certificate, or §365(a) of any PCT International application whice country other than the United States, listed below and have also identified below, by check application for patent or inventor's certificate, or PCT International application having a fill application on which priority is claimed. Prior Foreign Application(s)	tability of any foreign the designation of the li-	gn applica gn applica ated at les box, any forcfore that Priority	cation tion(s) st one oreign of the

application(s) listed below.		
(Application Number)	(Fi	ling Date)
(Application Number)	(Pi	ling Date)
We (I) hereby claim the benefit under 35 VPCT International application designating the the claims of this application is not disclosed it provided by the first paragraph of 35 U.S.C. § patentability as defined in 37 CFR §1.56 which the national or PCT International filing date of	United States, listed below in the prior United States or 112, I acknowledge the duty th became available between	to disclose information which is material to
Application Serial No.	Filing Date	Status (pending, patented, abandoned)
And we (I) hereby appoint the following	registered practitioner(s):	
	22850	
as our (my) attorneys, with full powers of sub business in the Patcnt Office connected there application be sent to	estitution and revocation, to	prosecute this application and to transact al quest that all correspondence regarding this
	22850	
We (I) declare that all statements made he on information and belief are believed to be twillful false statements and the like so made. Title 18 of the United States Code and that su or any patent issuing thereon.	ue; and further that these strare numishable by fine or in	nonsonment, or both, under section 1001 o
Andy PEARCH	Residence	e: London, United Kingdom
NAME OF FIRST OR SOLE INVENTOR	· .	<u> </u>
X A~ least		f. United Kingdom
Signature of Inventor	Citizen o	Address: 65 Ulleswater Road,
V	_	N14 7BN United Kingdom
Date		

NAME OF SECOND JOINT INVENTOR		Residence: 1X
X Duly	u-	Citizen of:
Signature of Inventor		Mailing Addre
Y		Square, Londo
Date		

BEST AVAILABLE COPY

Residence: L	ondon, United Kingdom
Citizen of:	United Kingdom
Mailing Addr	ess: 22 Vincent House, Vincent
Square, Lond	on SW1P 2NB United Kingdom
	The state of the s